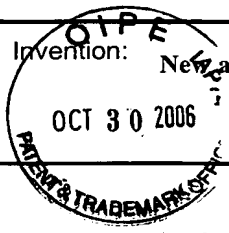
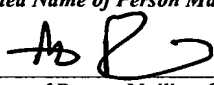


10-31-06

JPW

<b>CERTIFICATE OF MAILING BY "EXPRESS MAIL" (37 CFR 1.10)</b> Applicant(s): Ted Dean, et al.			Docket No. Tru-Vision-002	
Application No. 10/807,866	Filing Date 23 March 2004	Examiner Nasser Ahmad	Customer No. 021897	Group Art Unit 1772
Invention: <b>New and Improved Retail Merchandising Strip and Method for Making Same.</b> OCT 30 2006 				
I hereby certify that the following correspondence: <div style="border: 1px solid black; padding: 10px; margin: 10px 0;">Transmittal Letter (General Patent Pending) and all documents referred herein</div> <p style="text-align: center;"><i>(Identify type of correspondence)</i></p> <p>is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on</p> <p style="text-align: center;"><u>30 October 2006</u> <i>(Date)</i></p> <div style="text-align: right; margin-top: 20px;"><u>Matt Robinson</u> <i>(Typed or Printed Name of Person Mailing Correspondence)</i>  <i>(Signature of Person Mailing Correspondence)</i> <u>EV 684427171 US</u> <i>("Express Mail" Mailing Label Number)</i></div>				

Note: Each paper must have its own certificate of mailing.

**TRANSMITTAL LETTER  
(General - Patent Pending)**

Docket No.  
Tru-Vision-002

In Re Application Of: Ted Dean, et al.

Application No.	Filing Date	Examiner	Customer No.	Group Art Unit	Confirmation No.
10/807,866	23 March 2004	Nasser Ahmad	021897	1772	5509

Title: New and Improved Retail Merchandising Strip and Method for Making Same

COMMISSIONER FOR PATENTS:

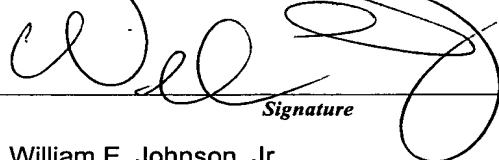
Transmitted herewith is:

Return Postcard;  
Certificate of Express Mailing (EV 684427171 US)  
Amendment Transmittal Letter; and  
Amendment (including remarks and status of claims).

in the above identified application.

- ☒ No additional fee is required.
- ☐ A check in the amount of \_\_\_\_\_ is attached.
- ☒ The Director is hereby authorized to charge and credit Deposit Account No. 13-2166 as described below.
- ☐ Charge the amount of \_\_\_\_\_
- ☒ Credit any overpayment.
- ☒ Charge any additional fee required.
- ☐ Payment by credit card. Form PTO-2038 is attached.

**WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.**

  
Signature

William E. Johnson, Jr.  
Reg. No. 22,719  
The Matthews Firm (Customer NO. 021897)  
2000 Bering Drive, Suite 700  
Houston, Texas 77057  
US  
713-355-4200 Telephone  
713-355-9689 Facsimile

Dated: 10/30/06


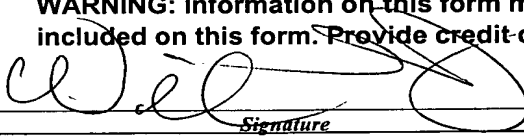
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to the "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on

(Date)

Signature of Person Mailing Correspondence

Typed or Printed Name of Person Mailing Correspondence

CC:

<b>AMENDMENT TRANSMITTAL LETTER (Small Entity)</b>				Docket No. <b>Tru-Vision-002</b>	
Applicant(s): <b>Ted Dean, et al.</b>					
Application No. <b>10/807, 866</b>	Filing Date <b>23 March 2004</b>	Examiner <b>Nasser Ahmad</b>	Customer No. <b>021897</b>	Group Art Unit <b>1772</b>	Confirmation No. <b>5509</b>
Invention: <b>New and Improved Retail Merchandising Strip and Method for Making Same.</b>					
 <b>COMMISSIONER FOR PATENTS:</b>					
Transmitted herewith is an amendment in the above-identified application.					
<input checked="" type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27					
The fee has been calculated and is transmitted as shown below.					
<b>CLAIMS AS AMENDED</b>					
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE
TOTAL CLAIMS	12 -	21 =	0	x \$25.00	\$0.00
INDEP. CLAIMS	1 -	5 =	0	x \$100.00	\$0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT</b>					<b>\$0.00</b>
<input checked="" type="checkbox"/> No additional fee is required for amendment. <input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of _____ <input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed. <input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. <b>13-2166</b> <input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16. <input checked="" type="checkbox"/> Any patent application processing fees under 37 CFR 1.17. <input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.					
<b>WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit-card information and authorization on PTO-2038.</b>					
 Signature			Dated: <b>10/30/06</b>		
<b>William E. Johnson, Jr.</b> <b>Reg. No. 22,719</b> <b>The Matthews Firm (Customer No. 021897)</b> <b>Houston, Texas 77057</b> <b>US</b> <b>713-355-4200 Telephone</b> <b>713-355-9689 Facsimile</b>			<div style="border: 1px solid black; padding: 5px;">           I certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on _____            (Date)         </div> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">           Signature of Person Mailing Correspondence         </div> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">           Typed or Printed Name of Person Mailing Correspondence         </div>		
CC:					



ATTORNEY DOCKET No.: TRU-VISION-002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

	§	
IN RE APPLICATION OF: TED DEAN , ET AL.	§	
	§	
SERIAL No.: 10/807,866	§	EXAMINER: NASSER AHMAD
	§	
FILED: 23 MARCH 2004	§	ART UNIT: 1772
	§	
	§	
FOR: "New and Improved Retail	§	
Merchandising Strip and Method	§	
for Making Same"	§	

**AMENDMENT**

**Commissioner for Patents**  
**PO Box 1450**  
**Alexandria, Virginia 22313-1450**

Dear Sir:

Responsive to the Office Action dated July 28, 2006, please amend the above-identified application as indicated in the enclosed STATUS OF CLAIMS.